

FIG. 1

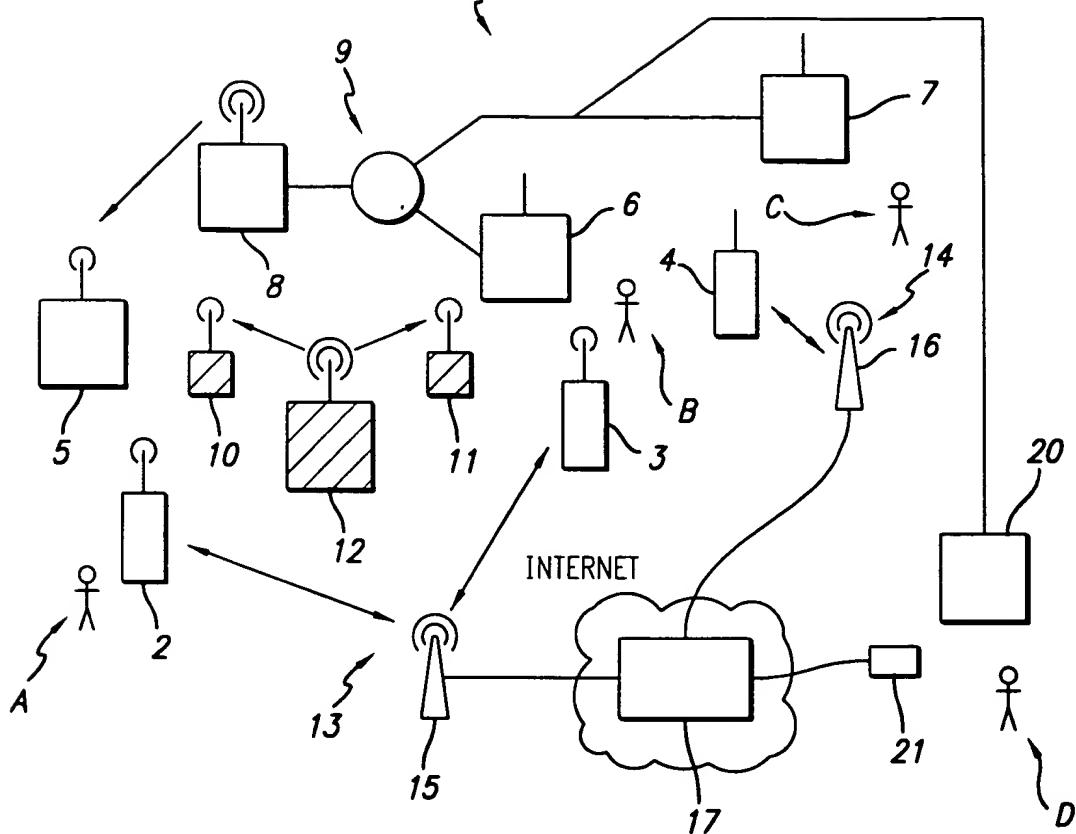
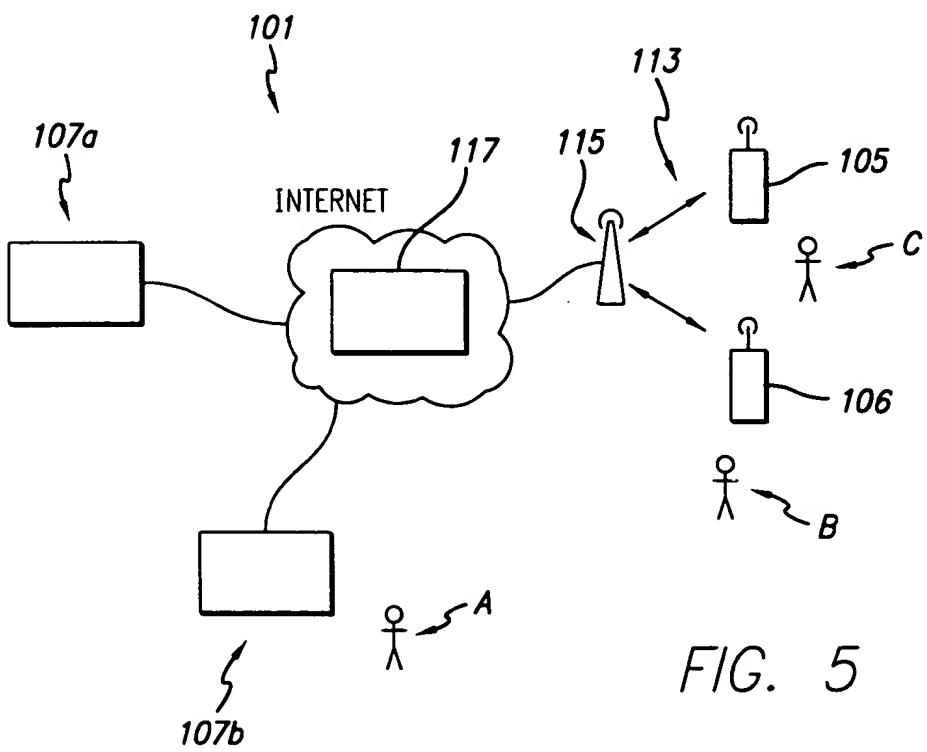
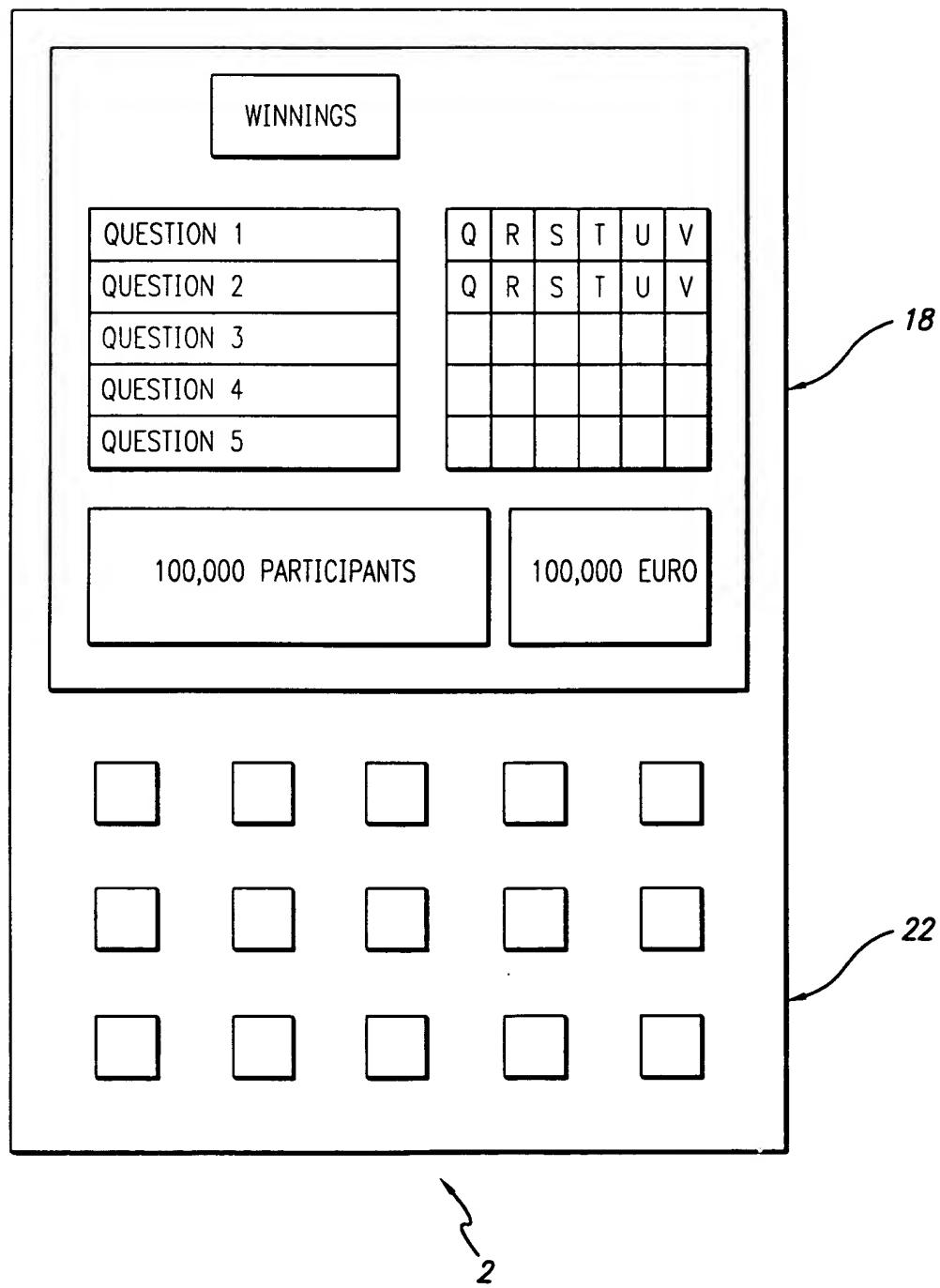


FIG. 5



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FIG. 2



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FIG. 3

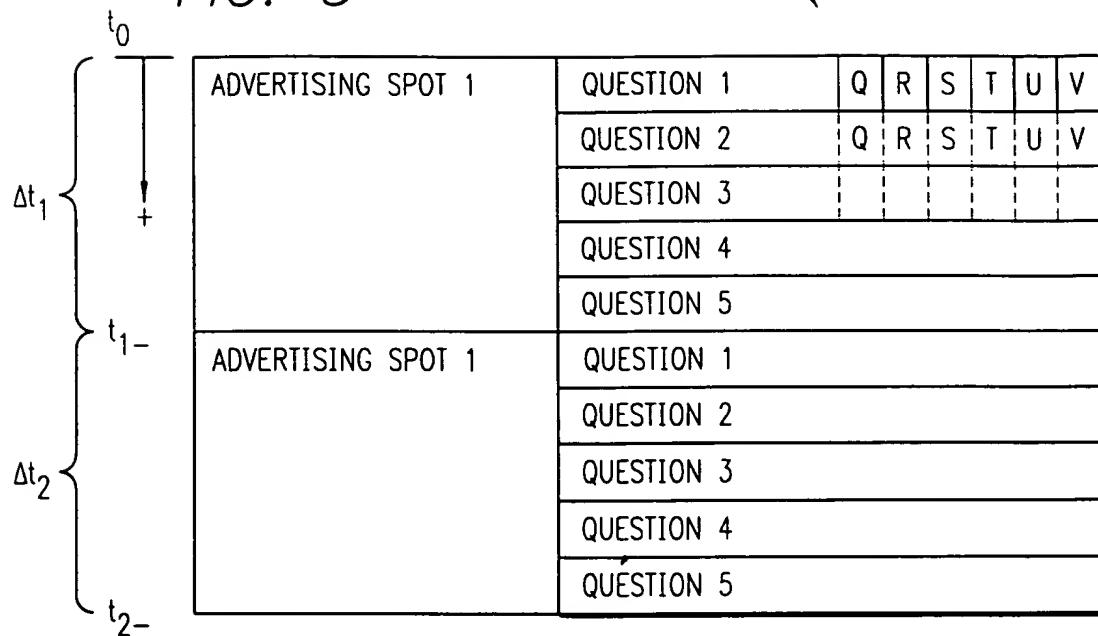


FIG. 7

ADVERTISING SPOT 1	QUESTION 1	Q	R	S	T	U	V
	QUESTION 2						
	QUESTION 3						
	QUESTION 4						
	QUESTION 5						
ADVERTISING SPOT 1							

USER A

FIG. 4A

	Q	R	S	T	U	V
QUESTION 1	0	1	0	0	0	0
QUESTION 2	0	0	1	0	0	0

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FIG. 4B

23

	Q	R	S	T	U	V
QUESTION 1	15,000	41,000	28,000	8,000	6,000	2,000
QUESTION 2	8,000	23,000	31,000	21,000	12,000	5,000

USER B

FIG. 4C

24

	Q	R	S	T	U	V
QUESTION 1	0	0	1	0	0	0
QUESTION 2	1	0	0	0	0	0

USER D

FIG. 4D

	Q	R	S	T	U	V
QUESTION 1	0	0	0	0	1	0
QUESTION 2	0	0	0	1	0	0

27

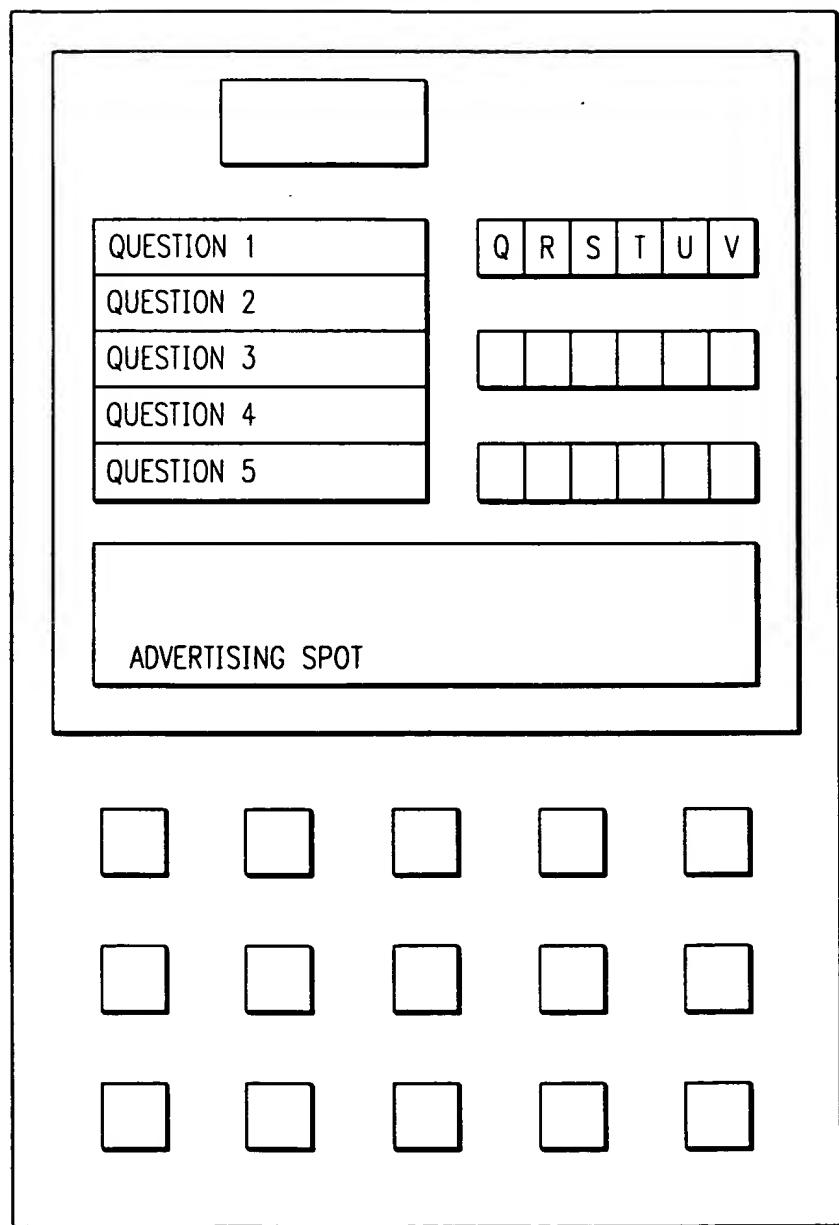
FIG. 4E

25

	FREQUENCY
USER A - QUESTION - ANSWER - COMBINATION A	45
USER B - QUESTION - ANSWER - COMBINATION B	32
USER C - QUESTION - ANSWER - COMBINATION C	17
.	.

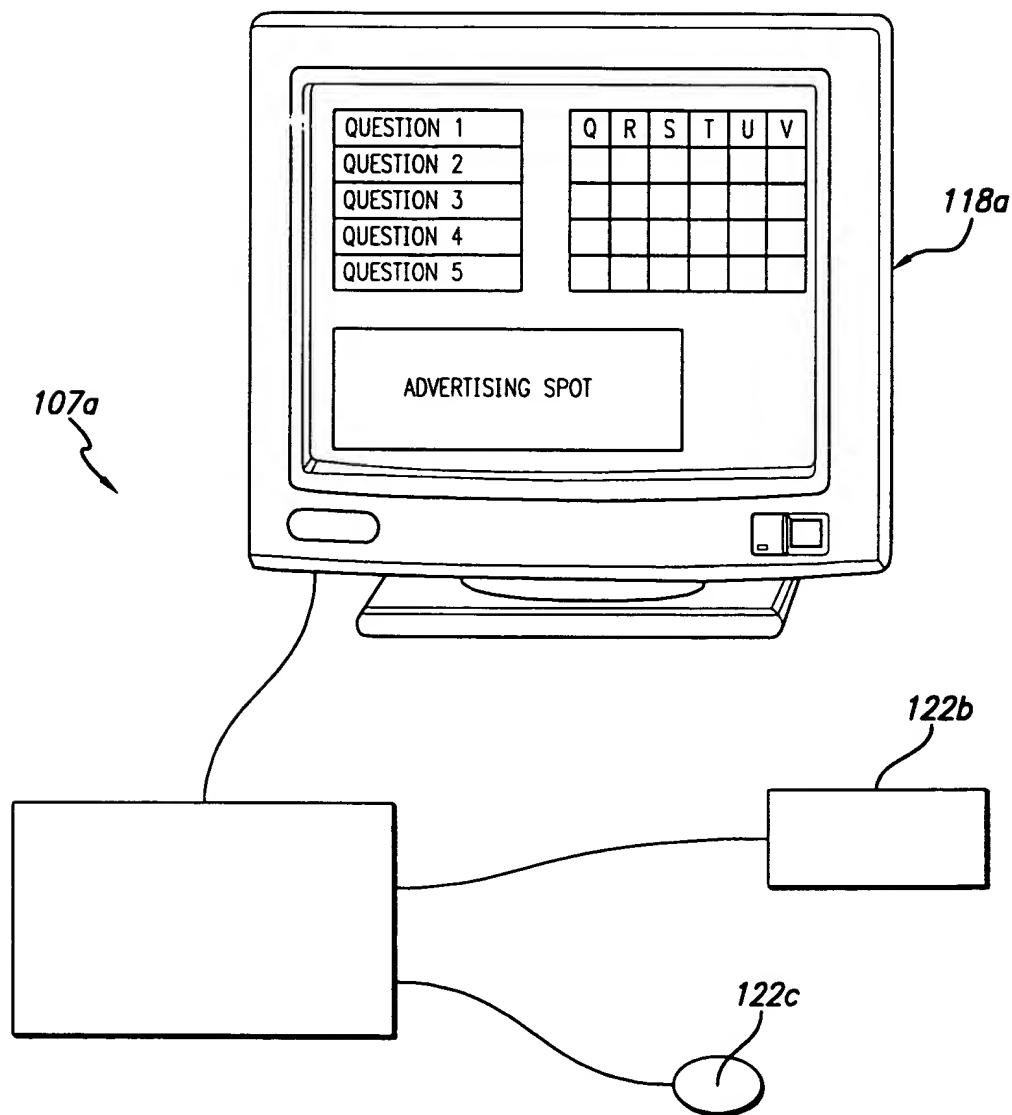
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FIG. 6A



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FIG. 6B



USER A

FIG. 8A

	Q	R	S	T	U	V
QUESTION 1	0	1	0	0	0	0
QUESTION 2	0	0	1	0	0	0
.
.

FIG. 8B

123

	Q	R	S	T	U	V
QUESTION 1	15,000	41,000	28,000	8,000	6,000	2,000
QUESTION 2	8,000	23,000	31,000	21,000	12,000	5,000
.
.

USER B

FIG. 8C

124

	Q	R	S	T	U	V
QUESTION 1	0	0	1	0	0	0
QUESTION 2	1	0	0	0	0	0
.
.

USER C

FIG. 8D

	Q	R	S	T	U	V
QUESTION 1	0	0	0	0	1	0
QUESTION 2	0	0	0	1	0	0
.
.

127

FIG. 8E

125

126

QUESTION - ANSWER - COMBINATION A	FREQUENCY	USERS
QUESTION - ANSWER - COMBINATION A	45	USERS A, X, Y, ...
.	.	.
.	.	.
.	.	.